



NON-BLEED ADS:

Spread: 17.5" x 10.25"

Full-Page: 8.5" x 10.25"

1/2 (H): 8.5" x 4.875"

BLEED ADS:

Spread: 18.25" x 11.0"

Full-Page: 9.25" x 11.0"

1/2 (H): 9.25" x 5.625"

MATERIALS CONTACT:

mediaoperations@hagerty.com

Printing Process: Web offset

Trim Size: 9" x 10.75"

Columns: Three

Binding: Perfect-bound

Colors Available: 4-color (AAAA/MPA)

Inking: SWOP standard

Densities: SWOP standard

DIGITAL: Furnish electronic data files that are plate-ready files such as hi-resolution PDF (X1a-2001), EPS or TIFF format. CMYK color use only (no RGB, indexed, Pantone, etc. will be accepted). Working files should also be provided. Acceptable working files are those created in InDesign, Photoshop or Illustrator. Package working files with all linked art and fonts. All files are subject to compatibility testing.

PROOFING: Color proof, such as matchprint, Kodak approval. Retain non-bleed matter .1875" from final trim. Gutter allowance for spread pages is .25" each side. Bleed ads must be centered to allow for positioning on either side.

